

Community Advisory Board Meeting
WHRO
15 March 2016

Meeting was called to order by Chairman Lance Shavers at 6:05 PM.

The following members of the Community Advisory Board were present:

Lance Shavers (Chairman)	Carl Hobbs
Mary Joe Wilfong (Co-Chair)	Valeria Jessup
Susan Borland	Lacy Kuller
Cindy Caskey	Ricardo Melendes
Betty Wade Coyle	John Miller
Cathy Cutler	Jennifer Priest
Alicia DeFonzo	Dick Roberts
Billie Einselen	Robert Shapiro

In addition, the following WHRO staff members were present and introduced themselves:

Shannon Bowman, Online Content & Social Media Producer
Morgan Chase, Producer/Writer
Danny Epperson, Sr. Producer, Radio & TV
Lisa Godley, Producer
Nancy Rogan, Director of Community Engagement
Edward Joyce

The December CAB meeting minutes were adopted without dissent.

Upcoming Events was briefed by Nancy Rogan:

- Clay Jenkinson in the Thomas Jefferson Hour.
 - March 22nd, Roper Performing Arts Center.
 - March 24th, WHRO studio programming with Barbara Hamm Lee.
- April 5th, Race Let's Talk About It town hall meeting at Fort Monroe. Last of the series of four is titled; Religion, Race, Relationships and Redemption.
 - 6 PM open and the live discussion starts at 6:30 PM.
 - Will be streamed live via OVEE.
 - Link to register for the OVEE live stream and further information is available at <http://whro.org/talkaboutrace>
- April 9th, Out Of The Box free concert at WHRO to kick off the spring radio membership drive.
- April 11th and 12th, Jackie Robinson (Ken Burns production) will be shown.
- April 25th mayoral debate being sponsored with and held at the Slover library. Will air on WHRV on April 26th.

Social Media – Shannon provided updates:

- Production has started on season 3 of The Scene.

- Seasons 1 and 2 will begin airing on WHRO TV in half hour shows, three stories per show, starting on March 31st at 9:30 PM.
 - o Teasers are on WHRO Facebook page.
 - o Danny Epperson along with a videographer from the Pilot will be joining The Scene team this year.
 - o
- Showed a video clip of a family singing group The Hunts.
- Let's Eat – Alicia DeFonso (CAB member) did an article for Let's Eat.
 - o Shannon solicited inputs from other CAB members to submit recipes, restaurant or cookbook reviews for Let's Eat.

Community Outreach initiatives briefed by Nancy Rogan:

Veterans Coming Home –

- Highlighted the new Wall of Faces initiative to identify and tell the story of the 1,307 Virginians who are listed on the Vietnam Veterans Memorial in Washington D.C.. <http://whro.org/news-opinion/24561-wall-of-faces-project>
 - o Have collected over 120 pictures and stories so far.
 - o A freshman from Maury High School is in search of all 32 Norfolk veterans on The Wall as part of his Eagle Scout project.
 - o Partners in the initiative are: The Slover Library, WVEC Channel 13 and the Library of Richmond.
 - o Lance wondered if we could link with Rolling Thunder?

American Graduate –

- Workplace Readiness modules will roll out with the first five courses on April 4th.
 - o Applied Mathematics, Reading for Information, Locating Information, Internet Use and Safety/Digital Citizenship and Understanding Health, Wellness and Safety.

Open floor/member discussion:

Chairman Lance Shavers – Opened the floor for general discussion:

- Betty Wade Coyle thanked the station for returning Virginia news to WHRV in the mornings.
- Members asked if there were any plans to devote a Hear Say or Another View program to local baseball in view of the upcoming Jackie Robinson special?
- A recommendation was made to consider doing TV and terrestrial radio teasers for the on-line only stations/programming.
- CAB requested that someone from Marketing be at the next CAB meeting.
- Members love the new matinee shows in the late afternoons.
- Alicia DeFonso feels that young professionals are watching and listening and feels that NPR and PBS are overestimating the future loss of viewers and listeners.
 - o Nancy explained the newly developed Emerging Leaders Board to the CAB.
- Lance thought that as a Court Appointed Special Advocate (CASA) it would be a great subject for Another View/Hear Say show in the future. Morgan thought it was a great idea.
 - o Betty Wade said she would be able to help.

- Lance solicited inputs/nominees for the new Chair and Co-Chair positions before the next meeting in June.
 - o Nancy will collect the names.
- Meeting broke up into each of the three subcommittees.

Next meeting: June 14, 2016 at 6:00 PM at WHRO in Norfolk.

The CAB meeting was adjourned by the Chairman at 7:40 PM